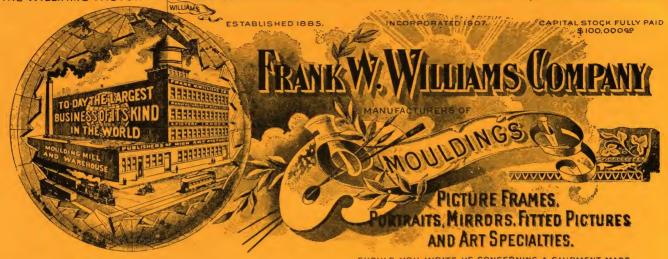


THE WILLIAMS FACTORY HAS BUT ONE PRICE AND THAT IS ALWAYS THE LOWEST. QUALITY GUARANTEED



IT IS YOUR SECOND ORDER AND CONTINUOUS TRADE WE WANT.

SHOULD YOU WRITE US CONCERNING A SHIPMENT MADE, BE SURE AND GIVE OUR ORDER NUMBER.

ALL QUOTATIONS ARE FOR IMMEDIATE ACCEPTANCE AND CONTINGENT UPON CIRCUMSTANCES BEYOND OUR CONTROL

#### CHICAGO US.A.

TO THE TRADE: This is our catalogue No. 26 and our twenty-fifth year in the picture, frame, and moulding business. Under no conditions will we allow a customer to be dissatisfied. We guarantee our products. Should you be dissatisfied in any way with our goods, it is your privilege to return same at our expense. Our references are, any firm or individual we ever did business with, any reputable commercial agency, any bank or business house, express or railway company in Chicago. WE WANT YOUR TRADE. ARE WE NOT ENTITLED TO IT UNDER THE ABOVE GUARANTEE?

Thanking you for past favors and your orders in the future on which we will save you money, we remain,

Yours respectfully,

Parties not rated in Dun's or Bradstreet's who wish to buy goods on 30 days time, send for our Letter of Credit Plan. NOTICE; we have just issued a frame catalogue without prices to sell frames from. You will find it a big help to you as you can put your selling price opposite each frame. It will be sent you free on request.

FRANK W. WILLIAMS COMPANY.

Prices herein quoted cancel all former quotations and terms. All orders are received subject to our approval.

TERMS: We allow you Five per cent discount when cash in full accompanies order. To merchants in the United States with satisfactory credit ratings, 30 days net or two per cent discount if paid within ten days from date of invoice. On all C. O. D. orders, we require one-third cash in advance as a guarantee. Postively no discount allowed on C. O. D. orders. Merchants who are not rated in the reference books of Dun or Bradstreet wishing to open an account with us, will please send trade reference. Prices and discounts herein quoted cancel all former quotations and terms. We do not manufacture special or odd size frames in lots of less than one hundred of a size, kind and finish. Price on such lots quoted on application. We do not furnish sample corners of frames, or samples of mouldings.

**REMITTANCES:** Remittances should be made by Draft, Money Order, Express Order or Registered Letter. When sending currency by mail, always register. **Do not send personal checks.** One and two-cent U. S. stamps accepted in amounts less than one dollar. In sending originals by mail, they require letter postage. Prepay charges when sending by express. On orders from points outside of the United States, we require cash in full and request plain shipping instructions. Shipments to go in part by water, require prepayment of transportation charges. Always state how you wish goods shipped. All goods are sold f. o. b. railway station or docks, Chicago, purchaser to pay all freight charges.

NOTICE: We forward all C. O. D. freight shipments in our own name. Bill of lading will go to bank with draft attached for collection. We will notify on invoice what bank holds the bill of lading. By paying draft, obtaining bill of lading and presenting same to the railway company, the goods will be delivered to you. Remember this and do not ask for C. O. D. shipments in your name. This rule will not apply to express or mail matter. Shipments of goods paid for in advance, or on open account, will be made in your name and bill of lading enclosed with invoice. Orders of less than \$10.00, 35 cents extra for packing. No charge for cartage. Portrait orders less than \$2.00, we charge 15 cents for packing.

NOTICE TO DEALERS: Occasionally some merchant may say, "Why should I buy from a catalogue house;" We are not a catalogue house; we are manufacturers and sell to merchant and dealers only, NOT TO PRIVATE CONSUMERS. We want to protect your trade, our business is strictly wholesaie. Our first, last and only effort is to please our customers and we do it. This is the reason why our business is the largest of its kind in the world today. We are without a single competitor when you consider quality, price and prompt shipments. We are the original mail order house to the trade in our line and sell our own manufactured products, direct from factory to merchant, with but one small profit. You can return anything you buy from us at our expense, should you not be pleased with it in every way. Our establishment has grown year by year and our customers encircle the globe; WE WILL NOT ALLOW YOU TO BE DISSATISFIED.

**ORDERS:** Orders to be forwarded by mail of less than \$1.00, and freight or express shipments less than \$3.00 we consider are unprofitable to customer. All orders for less than \$3.00 should be accompanied by cash in full, including packing and mailing charges; POSITIVELY NO ORDERS SHIPPED C. O. D. UNLESS ONE-THIRD THE AMOUNT ACCOMPANIES ORDER.

Copyright 1910 by Frank W. Williams

## FINISHED PORTRAITS GUARANTEED

We positively guarantee our portrait work to give entire satisfaction, and if picture is refused and returned to us, charges prepaid, we will make any alteration you may desire. In case the picture will not finally deliver, we will allow credit for same on your next shipment of portraits, if returned in its entirety,—charges prepaid.

## Big Reduction in Prices on High Grade Portraits

Grade X Our grade X is made for those who have sharp competition and have to

16x20 or smaller 20x24 or 18x22		Sepia .50 .75	Tinted Crayon .55	Water Color or Pastel .70 1.05
O 1 4 PW.	1 1 1 1 1 1 1			

Grade A The best picture in the world for the price.

16x20 or smaller 20x24 or 18x22	Crayon .50 .75	Sepia .55 .85	Crayon .60	Water Color or Pastel .75 1.25
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Grade B Our grade B is adapted to all who wish a good portrait at a low price.

16x20 or smaller 20x24 or 18x22	.60 .90	Sepia .65 1.00	Tinted Crayon .70 1.10	Water Color or Pastel .90 1.35
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Grade XX Our grade XX is ofttimes called in our studio "the photographer's choice," as it is desirable for all who wish to build up a portrait business.

16x20 or smaller 20x24 or 18x22	Crayon .75	Sepia .80 1.20	Crayon .85	Water Color or Pastel 1.25 1.90
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Our grade XXX has no equal. Where you have a call for something very can procure. Where you have a call for something very can procure. Grade XXX

16x20 or smaller 20x24 or 18x22	Crayon 1.00 1.50	Sepia 1.10 1.70	Tinted Crayon 1.25 1.85	Water Color or Pastel 1.75 2.75
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Hand Stippled Portraits. This grade has the appearance of freehand drawings. Whatever price you pay, you cannot procure a better picture than our IXL grade. Grade IXL

16x20 or smaller 20x24 or 18x22	Crayon 1.50 2.00	Sepia 1.75 2.35	Tinted Crayon 2.25 3.00	Water Color or Pastel 3.00
		4.00	0.00	4.00

Ten cents extra for each full figure. Each extra head 25 cents additional in all grades. Frices given are for cardboard. If wanted on stretcher, add 10 cents to price on all sizes; 20x24

### Extra Fine Pillow Tops, Size 18x18 **Fifty Cents Each**

Made from any picture that is clear and distinct on the finest quality of mercerized sateen, in fast, lasting colors. They can be washed and fromed the same as a piece of linen without damaging the picture or fabric. They are made in light blue, pink, white, or a beautiful golden-rod. In sending orders for pillow tops, just write "pillow top" on back of picture, and state color wanted. Use the same instruction envelopes used for enlarged pictures. We cannot regroup pictures for pillow tops, they must be made the same as the small picture.

## Finished Bromides, Extra Fine Quality

Grade 1, 16x20 or smaller, \$ .50. Grade 3, 16x20 or smaller, \$ .75. Grade 2, 16x20 or smaller, \$ .60. Grade 4, 16x20 or smaller, \$ .75. On heavy cardboard. Stretchers 10 cents extra on all sizes. Hand colored in life tints 25 raphers please send good prints in place of original negatives. We recommend bromides for groups, full figures or sceneries. As there is no additional charge for extra heads or full figures, it is best to have bromides made the same as small photographs, if possible. Do not hesitate to order bromides in black and white or colors, for the likeness is bound to be perfect. We have many customers who are ordering 90 per cent of their work in bromides because, when delivering, their customers are always pleased and they have a better chance to sell a frame at a profit.

### Notice to Foreign Trade and Rural Districts

Owing to the high transportation charges on small shipments of finished portraits or bromide enlargements, we will make same on canvas stretcher at an additional cost of 10 cents to the prices above quoted, cut same off of stretcher, and forward by mail at a postage charge of ten cents for each enlargement. Include this amount with your order and give plain shipping in-

Always prepay charges when sending pictures to us for enlarging. Tell your Exobtain a special rate. When sending by mail first-class postage is required. Have your Post-hold the package, and place sufficient amount of stamps on same, for it is his duty to

## Glass and Back of Best Quality

Glass         Backs         Glass           Size         Price         Price         Size         Pr           7x 9         .03         .01         11x14         .0           8x10         .05         .01         14x17         .1           10x12         .07         .01         12x20         .1	9 .01 16x20 .18 .02 4 .02 18x22 .25

Price of glass in original boxes, or backs by the thousand, on application. Oval glass the

#### Large Size Magnifying and Reading Glass

Big 3-inch French Glass Lens, mounted in German Silver, Ebony Handle, sold to customers only, at the low price of 50 cents each.

PICTURE BACKING \$2.50 per bundle of 250 square feet. Medium size wire PICTURE CORD, 10c per coil of 25 yards. Medium size SCREW EYES 25c per gross.

Box containing Gold Bronze, bottle of liquid, mixing jar and brush, the same shade of bronze that our frames and mouldings are finished with, sold to aged or scratched. sold to



### New Sample Roll FREE

Containing 1 Crayon, 1 Sepia and 1 Water Color.

Containing 1 Crayon, 1 Sepia and 1 Water Color.

In order to protect ourselves against parties who might send for the roll out of mere curiosity, we ask that you remit \$1.00 as a guarantee of good faith. As soon as your orders for finished portraits amount to \$10.00, we will credit your account with the \$1.00 advanced, making the roll absolutely free. This is a very fine outfit. Photographers, merchants or dealers will find it a big advantage in taking orders, as the samples are finished very finely. Picture envelopes and order blanks sent with roll, or free on request.

SAMPLES ARE GRADE XX.

#### PILLOW TOP SAMPLE ROLL FREE.

Same style and conditons as portrait roll, containing four samples, light blue, white, pink or yellow, price \$1.25. When your orders for pillow tops amount to \$12.50, we will credit your account with the \$1.25, making the sample outfit free. Photographers will find that pillow tops make a good premium to give with a dozen cabinets. Many merchants are giving pillow tops to patrons as premiums to increase their cash sales, or they will sell fast in any locality for \$1.00. Our wholesale price to the trade is only 50 cents each.



Heavy white torchon board, oval openings the same price as square. Special prices in thousand lots on application—of the above sizes or on any size required.

#### WILLIAMS' EXTRA QUALITY HEAVY MAT BOARD.

Price only 9% cents per sheet. Size 30½x40½. Sold only in case lots of 100 sheets, price \$9.75 per case, packed ready for shipment, as follows:

Case, packed ready for supment, as folio 30 White and Cream 5 Ruby 10 White and Slate 5 Sepia 10 White and Steel Gray 5 Ivy Green 5 Extra Light Gray 5 Ivy Green 5 Chocolate 5 Royal Brown 5 Felt Green 5 Steel Blue 5 Light Gray

## Stereoscopic Views in Original Colors and Monotone Views

ONE-HALF CENT EACH

Sold in assortments only as below. Each series packed in a litho-coated paste board box. These views are positively the best value in America today.





#### We Are the World's Greatest Distributers of Stereoscopic Views and Stereoscopes

FIGHTING SHIPS AND LIFE OF UNCLE SAM'S SAILOR BOYS.

LIFE OF CHRIST.

celebrated Rhine.

WONDERS OF THE OLD WORLD.

WEDDING BELLS.

New Series of Monotone Views or Photo Color Stereos. These views are in photographic colors only.

AN AUTOMOBILE TRIP AROUND NEW YORK CITY.

(Monotone Views.)

Series No. 124—25 Views. Price, 12½ cents per set

The automobile is here and you get on board and drive around New

York City and see all the great sights of the greatest city in America.

SAN FRANCISCO BEFORE AND AFTER.

### Copyrighted Egyptian Photochromes

Reproduced on the highest quality heavy coated photo-plate paper, exact reproductions of photographs in a deep, soft, photo tone. Years of time and artists' work of the highest skill have been spent on the two original paintings, which are now on display in our studio. These pictures are the world's greatest sellers, both from an art and educational standpoint.

standpoint.

Size, 16x20. Price, 2 cents each; \$1.50 per hundred; \$12.50 per thousand.

If forwarded by mail add two cents for each picture to cover packing and mailing charges. When fitted in frames or forwarded by express or freight, there is no additional charge. No orders accepted for less than fifty cents' worth of pictures.

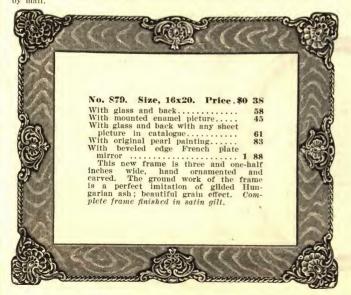


No. 804. Presidents of the United States.



No. 805. Rulers of All Nations.

The above pictures are also furnished mounted on extra heavy cardboard, electro enameled, and require no glass or back in framing. 7c each, \$6.50 per hundred, \$60.00 per thousand. Mounted pictures cannot be sent by mail.



#### **Mounted Art Panels**

1c each, \$0 S5 hundred, \$ 7 50 thousand 2c each, 1 50 hundred, 12 50 thousand 4c each, 3 50 hundred, 30 00 thousand No. 1. No. 2.



No. 1. Art Panels. Size, 6x8; 1 cent each.

This line contains one hundred high art pictures of assorted subjects in colors, mounted on the finest quality of mathoard in beautiful shades and tints. Order as many as you want and we will give you a good assortment.



No. 2. Art Panels. Size, 9x12; price, 2 cents each.

This line contains fifty of the best selling pictures in beautiful colors in America today, consisting of landscapes, figure pieces, fruits, marines, etc., all copyrighted subjects of famous masterpieces. They are mounted on a good quality of matboard of assorted colors. Sold in assorted subjects only. We will guarantee our selection of subjects and colored mounts to please you.



No. 3. Large Art Panels. Size, 16x20; price, 4 cents each.

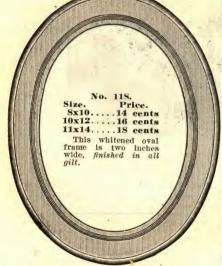
This line contains one hundred of the best selling reproductions in the world today. Every class of pictures imaginable. Colors reproduced with all the beautiful shades and tints of the original paintings that are valued at thousands of dollars. They are mounted on fine quality of matboard of assorted shades and colors to harmonize with each subject. The color effect is simply wonderful. Order as many as you want and should you not like them, return them at our expense.

# 5% Cash Discount Allowed only when Remittance in Full Accompanies Order For Glass, Backs and Mats refer to Page 1. Prices on frames do not include glass and backs













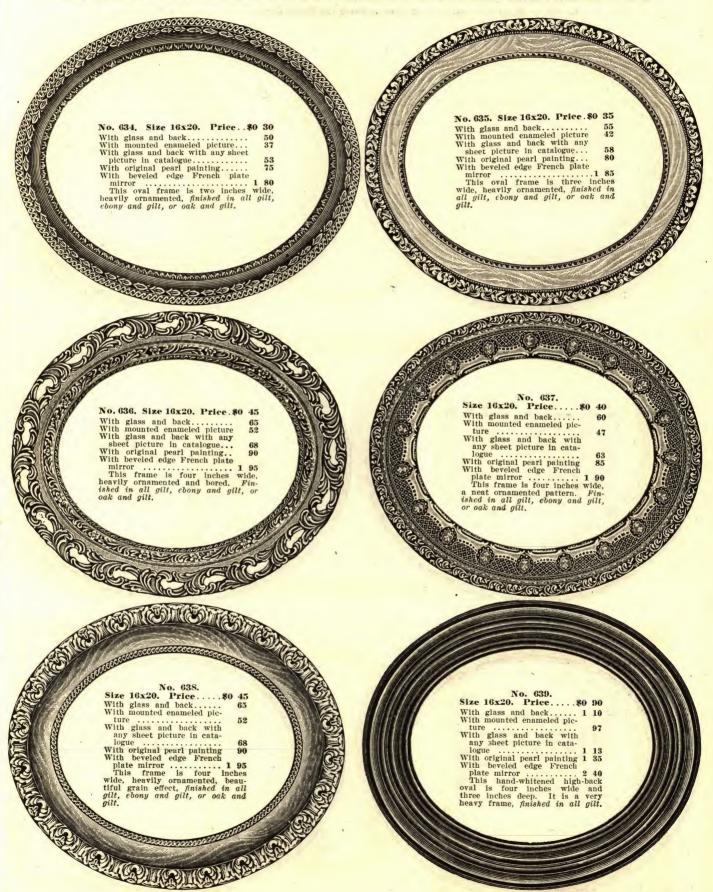


No. 158.

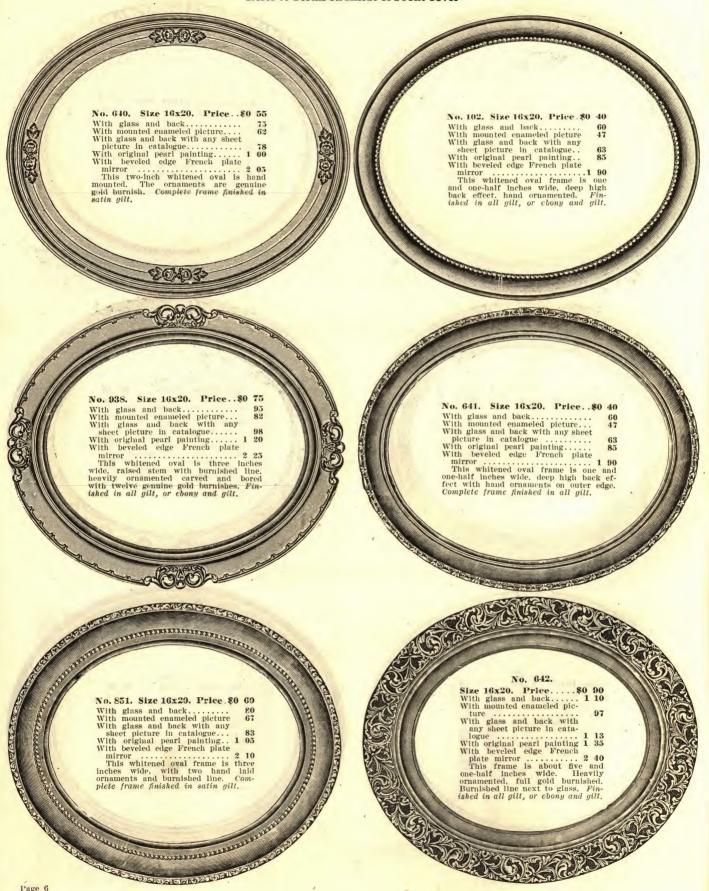
Size. Price.
7x 9. ...14 cents
8x10. ...16 cents
10x12. ...18 cents
11x14. ...20 cents
11x16. ...20 cents
three-fourths of an inch in width, a staple pattern, and exceedingly good seller, imished in all gitt.



### For Mounted and Matted Pictures Refer to Inside of Back Cover



## Prices in this Catalogue are Net, Subject to Cash Discount of Five Per Cent Refer to Terms on Inside of Front Cover



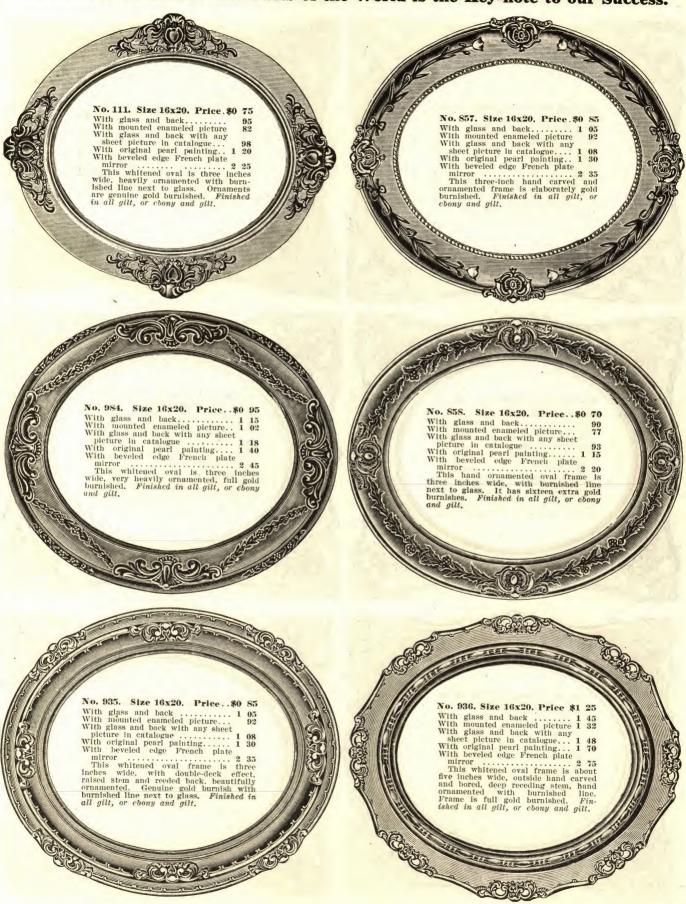
#### We Publish and Handle the Largest Line of 16x20 Pictures of Any Firm in the U.S.



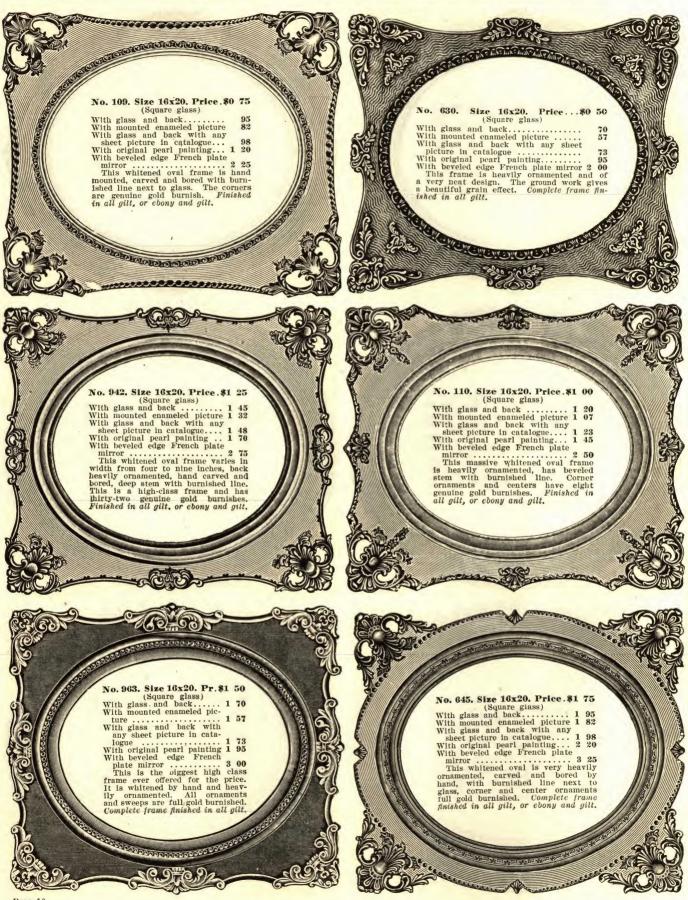
# Williams' Original Pearl Paintings are Imitated by Many, Equaled by None



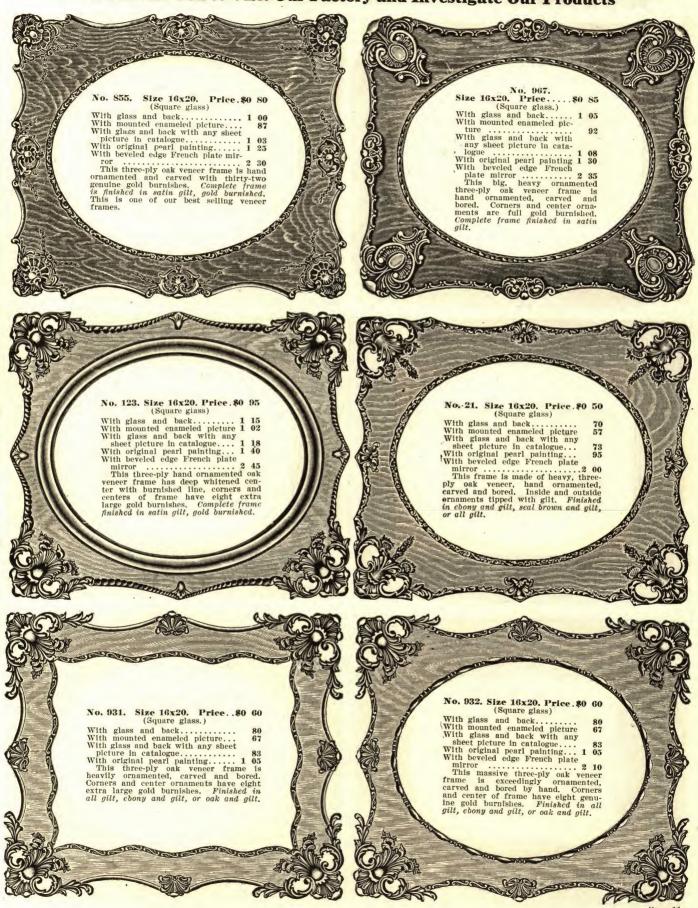
## Satisfied Customers in All Parts of the World is the Key-note to our Success.



#### Our Establishment is the Most Complete of It's Kind in the World



## We Invite You to Visit Our Factory and Investigate Our Products



### There is no Season for Pictures and Frames—they Sell any Day in the Year.





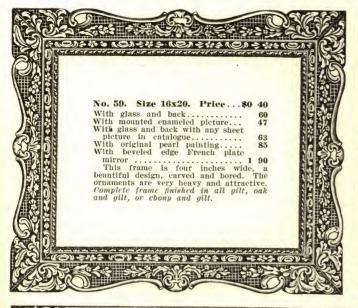






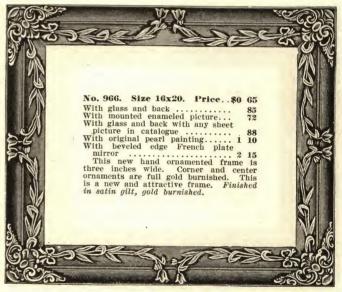


## Yes, You Can Make 100 Per Cent on Easels. Refer to Back Cover of Catalogue













#### For Mats and Mat-board in Assorted Colors refer to Page One





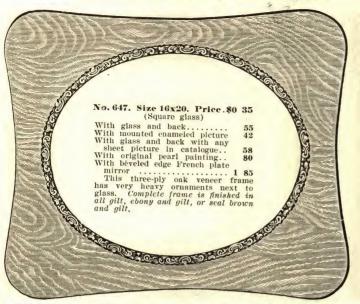


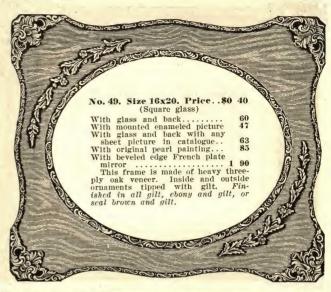






## Our Low Prices, High Quality and Prompt Shipments Sell Our Goods





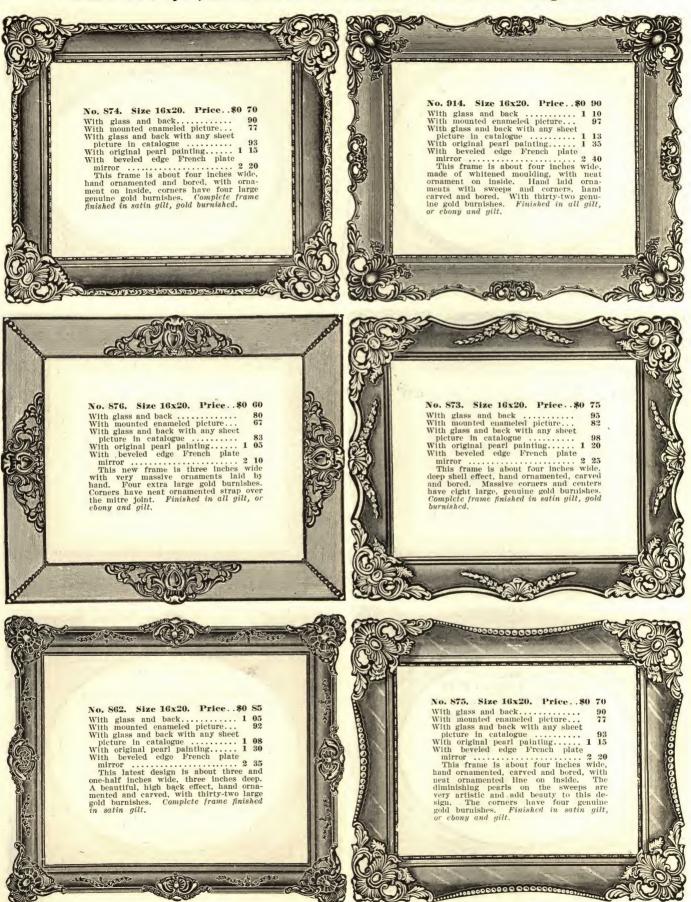








#### For Screw-eyes, Picture Cord and Gold Paint Refer to Page One



## We Enlarge and Guarantee Portraits. Refer to Page One

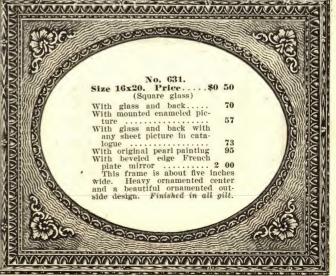








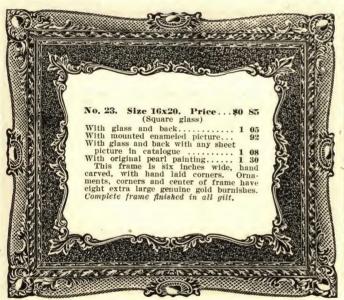




#### Our Business Established 25 Years. Bigger and Better Every Year













## We Are the House of Quality in Our Line Without Competition





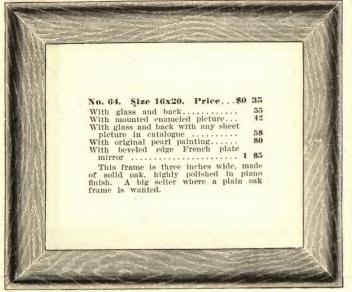








## We are Always Adding New Designs to Our Line of Frames and Mouldings











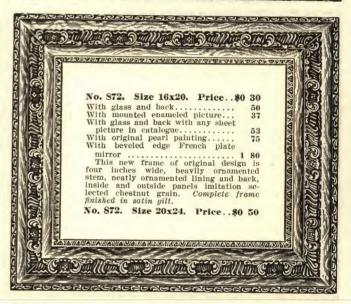


## When You Want Perfect Goods and Prompt Shipments Send Your Orders to Williams

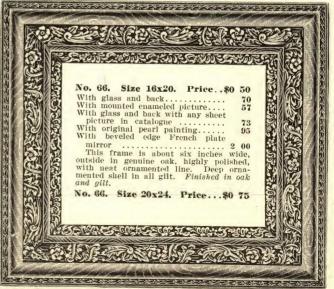




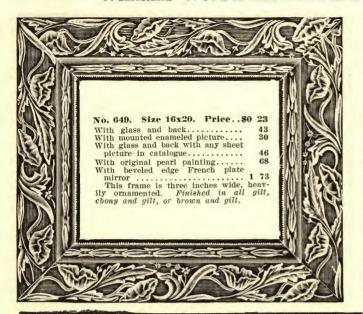




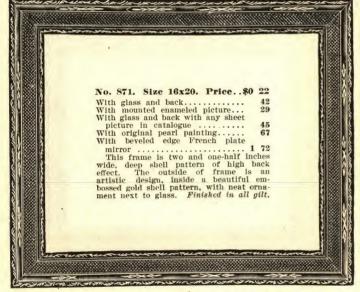




#### Williams' Word is His Bond and Worth 100 Cents on the Dollar





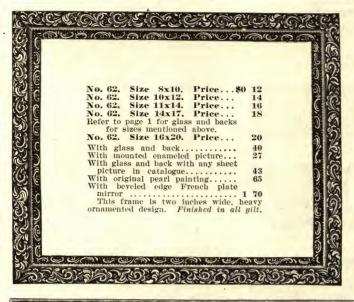








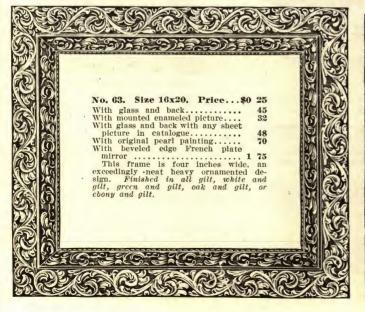
## Williams has Imitators but Not an Equal in his Line













# Notice to Buyers of Moulding

Much time has been spent in selecting and designing the staple and fast-selling patterns illustrated in this catalogue.

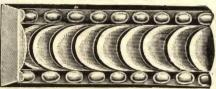
THE DECORATIVE MOULDINGS ON THIS AND THE FOLLOWING PAGE ARE THE BEST VALUE FOR THE MONEY IN AMERICA TODAY.



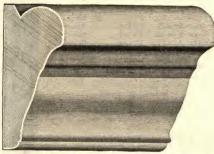
No. 321. Price 1 cent per foot. Half inch satin gilt



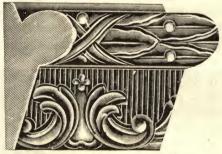
No. 324. Price 1 cent per foot. Half inch ornamented gilt



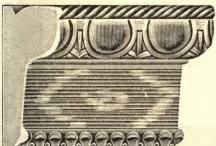
No. 327. Price 1 cent per foot.
One inch ornamented gilt



No. 345. Polished white, 11/4c per foot.
Polished white, gilt line, 11/4c per ft.
Width one and one-half inches



No. 333. Price 11/4 cents per foot.
One and one-half inches wide, finished in aft gilt, satin red and gilt, or satin green and gilt



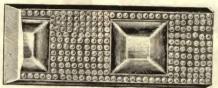
No. 347. Price 1½ cents per foot. One and one-half inches wide. Finished in all gilt, satin red and gilt, or satin green and gilt Page 24



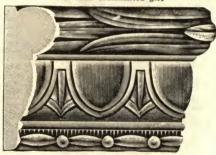
No. 322. Price 1 cent per foot. Half inch ornamented gilt



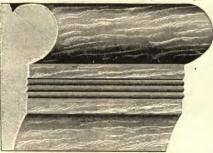
No. 325. Price 1 cent per foot. Three-quarter inch ornamented gilt



No. 328. Price 1 cent per foot.
One inch ornamented gilt

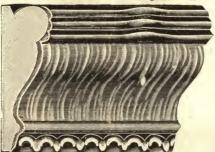


No. 336. Price 1¼ cents per foot. One and one-half inches wide. Finished in all gilt, satin red and gilt, or satin green and gilt

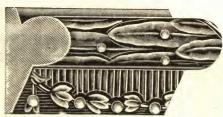


No. 332. Price 1¼ cents per foot.

Width one and one-half inches. Highly polished, imitation medium shade of golden oak



No. 348. Price 11/4 cents per foot.
One and one-half inches wide. Finished in all gilt, satin red and gilt, or satin green and gilt.



No. 331. Price 1 cent per foot.
One inch wide, finished in all gilt, satin red
and gilt, or satin green and gilt



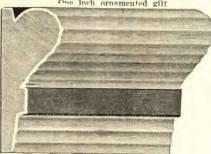
No. 323. Price 1 cent per foot. Half inch polished white reeded



No. 326. Price 1 cent per foot. Five-eighths inch ornamented gilt



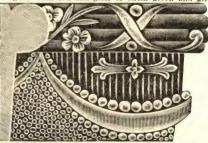
No. 529. Price 1 cent per foot.



No. 344. Polished white, 11/4c per foot. Polished white, gilt line, 11/2c per ft. Width one and one-half inches



No. 346. Price 1½ cents per foot.
One and one-half inches wide. Finished in all gilt, satin red and gilt, or satin green and gilt



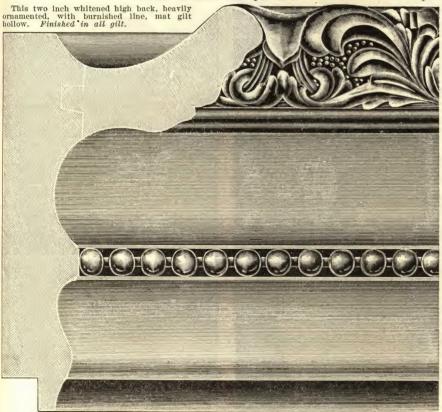
No. 335. Price 1½ cents per foot.
One and one-half inches wide. Finished in all gilt, satin red and gilt, or satin green and gilt



This three inch polished imitation oak plate rail is of medium shade of golden oak, strong and very showy, easy to erect. The best selling plate rail ever made.

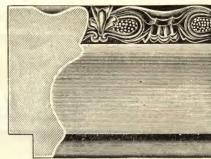


No. 459. Price 8 cents per foot.

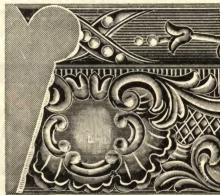


No. 463. A three inch high back. Price 12 cents per foot.
No. 464. A four inch high back. Price 15 cents per foot.

The above whitened moulding is heavily ornamented, hollow in mat gilt, two burnished lines, ornaments gilt. Finished in all gilt.

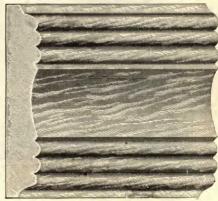


No. 646. Price 3½ cents per foot. One and one-half inch whitened moulding with neat ornament, and burnished line on front. Finished in all gilt, or ebony and gilt.

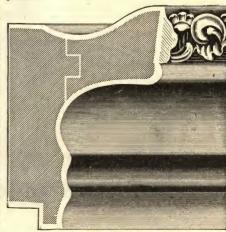


No. 334. Price 2 cents per foot.

This two inch heavy ornamented room moulding is finished in all gilt, satin red and gilt, or satin green and gilt.



No. 531. 1-inch. 1 cent per foot.
No. 532. 2-inch. 2 cents per foot.
No. 533. 3-inch. 3 cents per foot.
The above chair rail is an imitation oak, highly polished.

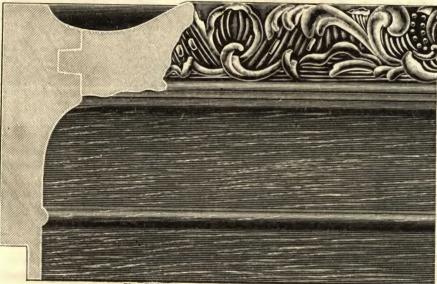


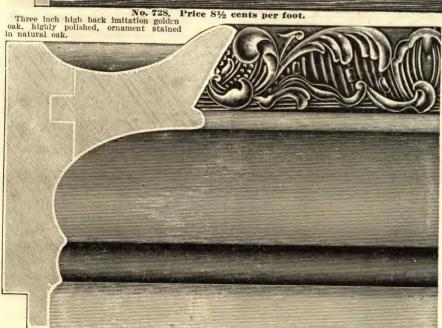
No. 369. Price 7½ cents per foot.

A two inch high back with heavy ornament and burnished line. Finished in all gilt, or ebony and gilt.



This two inch whitened high back moulding with gilt ornaments, mat gilt hollow, two burnished lines, finished in all gilt.





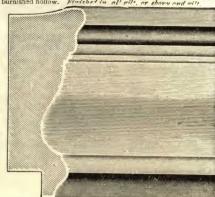
Page 26

No. 462. Price 10 cents per foot.

gilt, finished in all gilt.

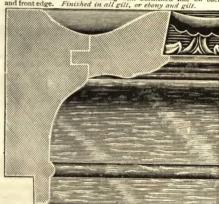


No. 738. Price 6 cents per 100t. A one and one-half inch high back with heavy ornament and burnished hollow. Finished in all pile, or charve and ail.

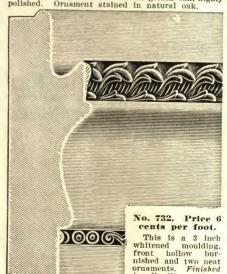


No. 309. Price 4 cents per foot.

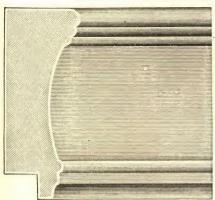
A two-inch whitened moulding with burnished line on back and front edge. Finished in all gill, or ebony and gill.



No. 726. Price 6½ cents per foot.
Two inch high back, imitation golden oak, highly polished. Ornament stained in natural oak.

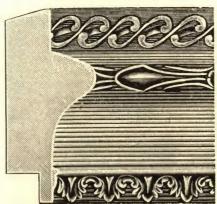


This is a 3 inch whitened moulding, front hollow burnished and two neat ornaments. Finished in all gilt, or ebony and gilt.

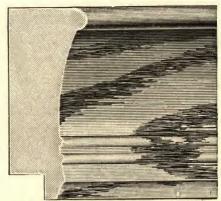


No. 448. Price 3 cents per foot.

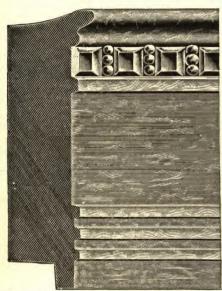
A two inch whitened moulding of very artistic design. Finished in mat gilt



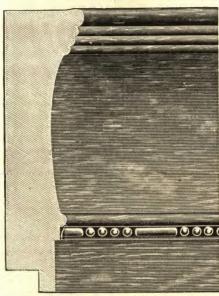
No. 443. Price 2½ cents per foot.
This two inch moulding is very heavily of mented. Finished in all gilt



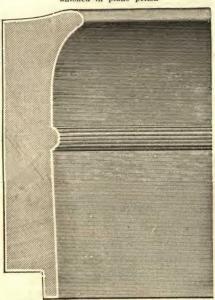
Price 3 cents per foot. This two inch imitation golden oak moulding is finished in piano polish



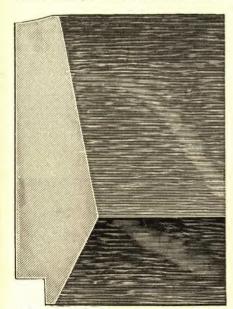
No. 521. Price 5 cents per foot. A three inch ornamented solid oak moulding, Finished in ebony Flemish, or seal brown Flemish.



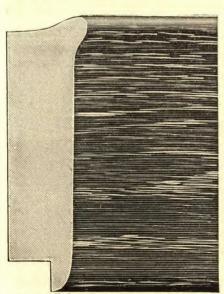
No. 729. Price 5 cents per foot.
This three inch imitation oak is neatly ornamented. Finished in polished golden oak, or seal brown Flemish.



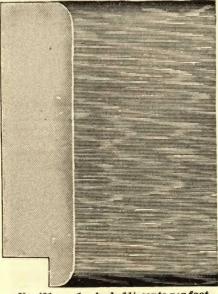
No. 458. Price 41/2 cents per foot. This three inch smooth whitened moulding is finished in the highest quality of satin gilt



No. 501. 1 inch, 1½ cents per foot.
No. 501½. 1½ inch, 2¼ cents per foot.
No. 502. 2 inch, 3 cents per foot.
No. 503. 3 inch, 4½ cents per foot.
This new mission pattern is imitation golden oak, highly polished, one of our best sellers and very easy to join.



No. 301. 1 inch, 1½ cents per foot.
No. 301½. 1½ inch, 2¼ cents per foot.
No. 302. 2 inch, 3 cents per foot.
No. 303. 3 inch, 4½ cents per foot.
This solid oak moulding is finished in polished golden oak, ebony Flemish or seal brown Flemish.



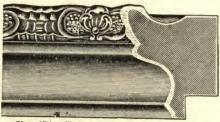
No. 401. 1 inch, 1½ cents per foot.
No. 401½. 1½ inch, 2½ cents per foot.
No. 402. 2 inch, 3 cents per foot.
No. 403. 3 inch, 4½ cents per foot.
This moulding is finished in imitation oak, highly polished, or imitation mahogany, highly polished.



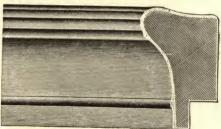
No. 811. Price 13/4 cents per foot. One-half inch solid oak moulding. Finished in antique oak, or chony Flemish.



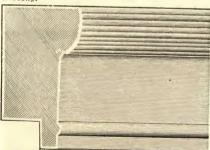
Price 2 cents per foot. One inch whitened moulding, neat ornamented pearl on front. Finished in mat gilt, chony and gilt, or green and gilt.



No. 431. Price 21/2 cents per foot. This one inch whitened moulding has ornament on back and burnished line on front. Finished in mat gilt, green and gilt, or ebony and gilt.



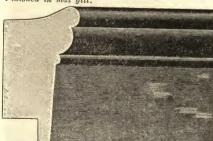
Price 2 cents per foot. A one and one-quarter inch whitened moulding. Finished in mat gilt, mat green, polished white, or ebony.



No. 466. Price 21/4 cents per foot.

A one and one-half inch whitened moulding.

Finished in mat gilt.



inch, 1½ cents per foot.
1½ inch, 2¼ cents per foot.
inch, 3 cents per foot.
inch, 4½ cents per foot. No. 801. No. 801½. No. 802. No. 803.

This new moulding is finished in a dull polished ebony, and is a good selling pattern.

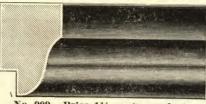
Page 28



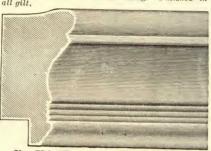
No. 452. Price 11/4 cents per foot. A half-inch mat gilt. whitened moulding. Finished in



No. 731. Price 11/4 cents per foot. One inch high back, heavily ornamented. Finished in all gilt, white and gilt, green and gilt, or ebony and gilt.



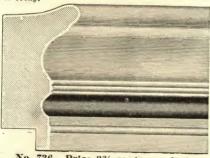
No. 909. Price 11/2 cents per foot. This one inch burnished lining. Finished in all gilt.



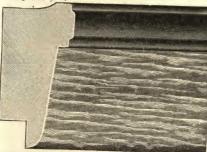
No. 734. Price 21/4 cents per foot.

A one and one-half inch whitened moulding.

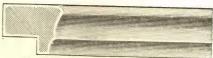
Finished in mat gilt, mat green, polished white, or ebony.



Price 2% cents per foot. No. 736. This one and one-half inch whitened moulding has burnished line. Finished in mat gilt, or ebony and gilt.



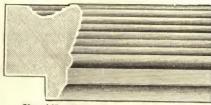
No. 901. 1 inch, 1½ cents per foot.
No. 901½. 1½ inch, 2½ cents per foot.
No. 902. 2 inch, 3 cents per foot.
No. 903. 3 inch, 4½ cents per foot.
The above moulding is polished golden oak, with ebony line on back. Do not omit this moulding when ordering, as it is a good seller.



No. 453. Price 11/4 cents per foot. half-inch whitened moulding.



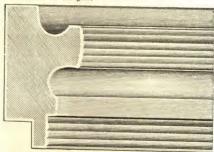
No. 701. Price 11/4 cents per foot. This one inch ornamented moulding is finished in all gilt, white and gilt, green and gilt, or ebony and gilt.



No. 442. Price 11/2 cents per foot. This one inch whitened moulding is a reeded pattern of high back effect, finished in mat gilt.

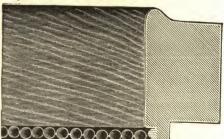


No. 423. Price 2 cents per foot. One and one-half inch ornamented moulding. Finished in all gilt.



No. 467. Price 2½ cents per foot.

This one and one-half inch whitened moulding, with beautiful high back effect, finished in mat gitt.



No. 601. No. 601. 1 inch, 2 cents per foot. No. 602. 1½ inch, 2¾ cents per foot. No. 603. 2 inch, 3½ cents per foot.

The above moulding is finitation golden oak, highly polished, and one of our best selling



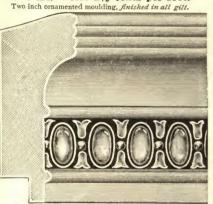
No. 733. Price 134 cents per foot. e-quarter inch whitened moulding, with burn-ont edge. Finished in mat gilt, mat green or ebony.



No. 469. Price 11/4 cents per foot. This three-quarter inch ornamented moulding is of a neat delicate design. Finished in gilt.



No. 424. Price 21/2 cents per foot.



No. 468. Price 31/2 cents per foot.



mented moulding with beautiful design. Finished in all gilt.



No. 436. Price 11/4 cents per foot. A three-quarter inch whitened moulding, finished in mat gilt, mat green, polished white or ebony.



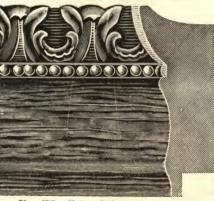
No. 434. Price 1 cent per foot.



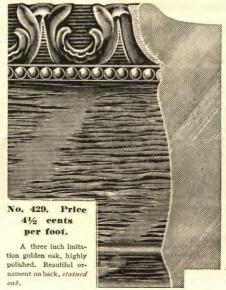
No. 437. Price 2 cents per foot. A seven-eights inch whitened moulding with beautiful ornamented back. Finished in all gilt, ebony and gilt or green and gilt.



No. 908. Price 11/4 cents per foot.



No. 432. Price 31/2 cents per foot. A two inch imitation oak, highly polishe, ornament on



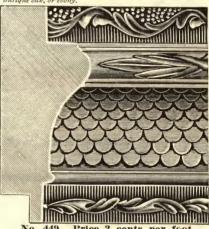
No. 445. Price 11/4 cents per foot.

A three-quarter inch whitened moulding, finished in all gilt or ebony.



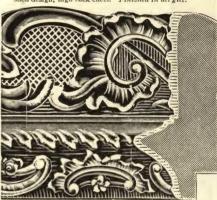
No. 904. Price 1 cent per foot.

Three-eighths inch width, Inished in mat gilt, mat green, intique oak, or chory.



No. 449. Price 3 cents per foot.

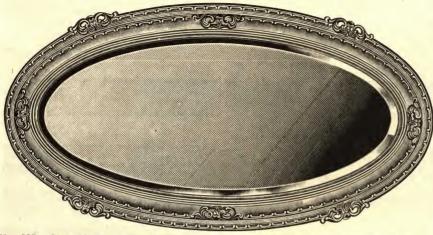
A new two and one-half inch ornamented moulding with shell design, high back effect. Finished in all gilt.



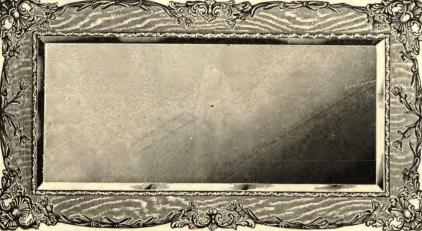
No. 702. Price 2½ cents per foot. A two inch ornamented moulding of neat design. Finished



## Williams' French Plate Beveled Mirrors are the Best Quality

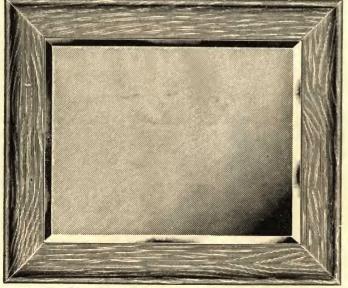


No. 935. Size 18x40. Price \$5.25. Complete with French plate beveled mirror. This double deck frame is three inches wide, with raised stem and reeded back, hand ornamented. Burnished line next to glass. The ornaments are elaborately burnished with genuine gold. Finished in satin all, gold burnished, or ebony and gilt, gold burnished.



Price \$5.00. Complete with French plate beveled mirror.

This big three-ply oak veneer frame is heavily ornamented throughout by l. The corners, centers and sides are elaborately burnished with genuine . Complete frame finished in highest quality of satin gilt, gold burnished.



20. Price \$1.85. Com plate beveled mirror. Complete with French

This frame is made of solid oak, three inches wide, highly polished. Piano finish.



No. 464. Size 18x40. Price \$4.00. Complete with French plate beveled mirror. This frame is made of solid oak, three inches wide. Highly polished in piano finish. Very plain and durable.

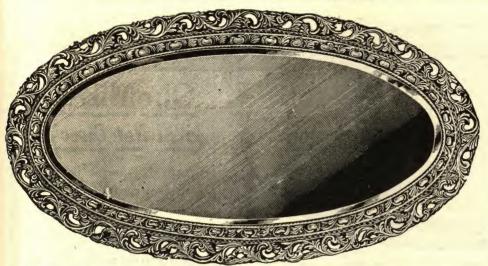
No. 224. Size 16x20. Price \$1.95. Complete with

French plate beveled mirror.

This whitened oval frame is three inches wide, with burnished line on inside. Finished in all gilt.

## We Give 5% Discount For Cash, or Thirty Days' Credit

Refer to Terms on inside of Front Cover

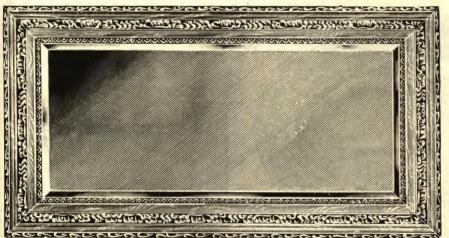


No. 920. Size 18x40. Price \$4.75. Complete with French plate beveled mirror.

This frame is four inches wide, heavily ornamented and bored, and is one of our best selling oval frames. Complete frame finished in all gilt.

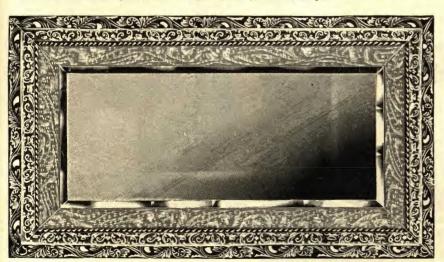
## Poor Mirrors are Unsalable

at almost any price. When you order framed mirrors from us you get perfect frames and the best mirrors obtainable. No difference what price you pay. Each and every one of our mirrors are inspected by an expert before shipping.

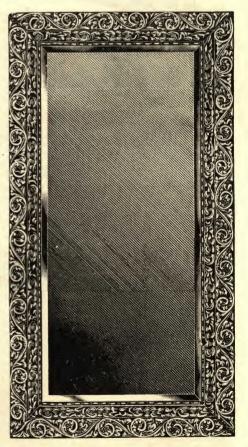


No. 918. Size 18x40. Price \$4.25. Complete with French plate beveled mirror.

This frame is four inches wide, heavily ornamented center, neat ornamented back and inside have beautiful chestnut grain effect. Complete frame finished in all gilt.



No. 978. Size 18x40. Price \$5.25. Complete with French plate beveled mirror. This big new frame is about six and one-half inches wide, inside panel a perfect imitation of gilded chestnut, heavy ornamented deep center with bored ornamented back. This is a very massive and showy frame. Finished in all gilt.

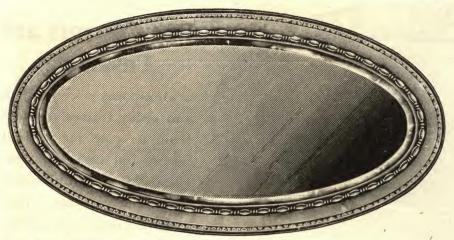


No. 919. Size 18x40. Price \$4.00. Complete with French plate beveled mirror.

This frame is four inches wide, a heavy ornamented design, with heavy scroll back. Complete frame finished in all gilt.

## Every Year Our Business is Increasing!

WHY? Because We Keep Our Old Customers and Are Always Getting New Ones.



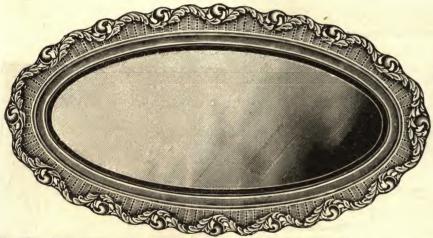
No. 925. Size 18x40. Price \$6.00. Complete with French plate beveled mirror.

This frame is about three and one-half inches wide, whitened and ornamented by hand, deep high back effect, with exceedingly heavy ornament next to glass, full gold burnished. Complete frame finished in all gilt, gold burnished, or chony, gold burnished.

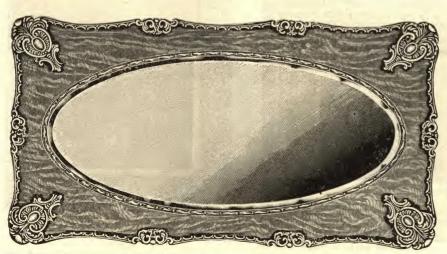
# Our Mirrors Will Not Discolor

And we guarantee the silvering perfect and free from any and all defects.

The beveling and polishing is the best obtainable.



No. 926. Size 18x40. Price \$6.50. Complete with French plate beveled mirror. This frame is five inches wide, exceedingly heavy ornamented back, carved and bored. Inside of frame whitened with burnished line. Complete outside of frame is full gold burnished. Finished in all gilt, gold burnished, or ebony, gold burnished.



No. 979. Size 18x40. Price \$5.50. Complete with French plate beveled mirror.

This heavy three-ply oak veneer frame is hand ornamented, carved and bored. The heavy corners and centers are full gold burnished. Complet frame finished in all gilt, gold burnished.

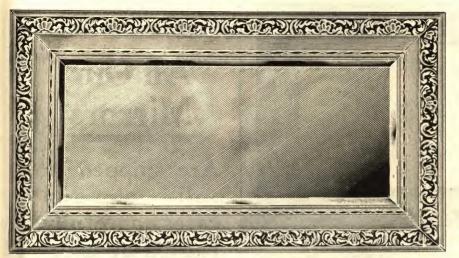
Page 32



No. 980. Size 18x40. Price \$5.00. Complete with French plate beveled mirror.

This frame is four inches wide, high back effect. A beautiful imitation of gilded chestnut. The massive corners are hand ornamented and full gold burnished. Complete frame finished in all gilt, gold burnished.

## We Guarantee All Our Gilt Frames and Mouldings Not To Tarnish

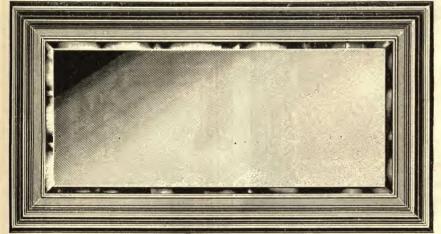


No. 924. Size 18x40. Price \$5.50. Complete with French plate beveled mirror.

This frame is about six inches wide, deep shell inside, in satin gilt, with neat ornament next to glass, large center very heavily ornamented, with satin gilt outside. Complete frame finished in all gilt.

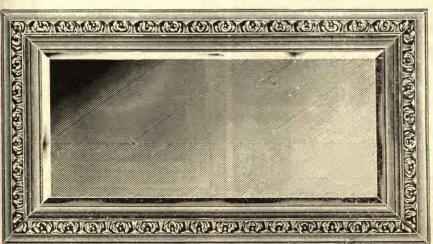
# When Fitting Our Mirrors

We use dust-proof fiber lined corrugated backing, the best known back to protect a mirror.

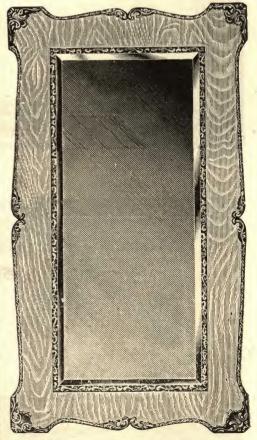


No. 921. Size 18x40. Price \$5.00. Complete with French plate beveled mirror.

This high back frame is four inches wide, three and one-half inches deep, made of the highest quality of whitened moulding. Finished in smooth satin gitt.



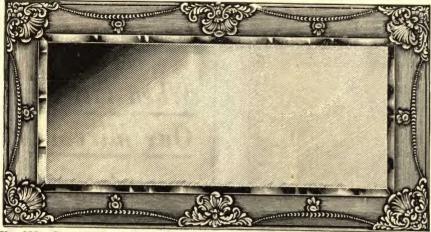
No. 922. Size 18x40. Price \$5.25. Complete with French plate beveled mirror. This frame is five and one-half inches wide, inside smooth mat gilt, with burnished line. Heavy ornamented center, outside in smooth satin gilt. Complete frame finished in all gilt.



No. 923. Size 18x40. Price \$4.50, Complete with French plate beveled mirror.

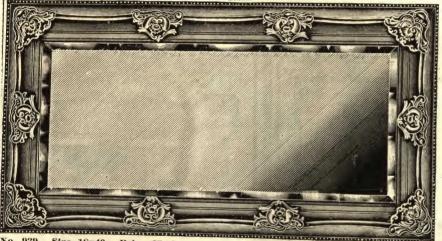
This three-ply oak veneer frame is four inches wide, neatly ornamented by hand. Finished in all gilt or chony tipped with gilt.

## Our Business is Established 25 years, it is Not an Experiment



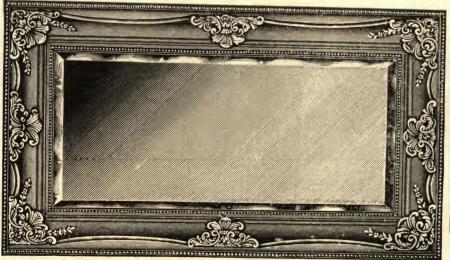
No. 928. Size 18x40. Price \$6.00. Complete with French plate beveled mirror.

This new colonial frame is four inches wide, exceedingly heavy hand ornamented. The corners, centers and ornaments next to pearls are full gold burnished. Finished in all gilt. gold burnished, or ebony, gold burnished.



No. 929. Size 18x40. Price \$7.00. Complete with French plate beveled mirror.

This new double deck frame is about five inches wide, three and one-half inches deep, ornamented by hand. The heavy corners and centers as well as sweeps are full gold burnished. The outside of frame has a neat ornament. Complete frame finished in gill, full gold burnished.



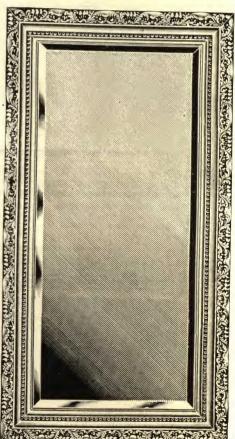
No. 930. Size 18x40. Price \$8.00. Complete with French plate beveled mirror.

This large double-deck frame is about six and one-half inches wide and four inches deep, hand ornamented and carved. The corners, centers and sweeps are full gold burnlished, has a next ornaburnished.

Reg. 34.

# All Our Mirrors

Are shipped in solid wooden cases, carefully packed by experienced men.



No. 927. Size 18x40. Price \$5.50. Complete with French plate beveled mirror.

This high back frame is about four inches wide, three and one-half inches deep, very heavy ornament on back, with neat pear in center. Complete frame finished in satin gilt, with two lines of burnish. This is a high class frame in every vay.

# Williams' Original Pearl Paintings Only Forty-five Cents Each

These paintings are executed by the most talented artists in America in this line of work. They are hand painted on glass, with imported oil paints of the most lasting colors, beautifully inlaid with genuine mother of pearl. Must be seen to be appreciated; not cheap trash, but works of art. They are new and fast sellers.

You can make big money on Williams' Original Pearl Paintings. They are imitated by many but equaled by none. Size 16x20 PRICE, FORTY-FIVE CENTS EACH, or framed in any 16x20 frame in this catalogue at an additional forty-five cents to the price of the frame. There is no extra charge for framing, so order a sample lot today.



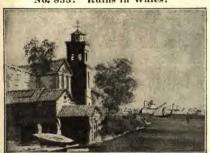
No. 833. Ruins in Wales.



No. 834. Susquehanna Bridge.



No. 835. The Highlands, Scotland.



No. 821. Scene in Venice.



No. 822. Old Homestead.



No. 823. Heidelberg Castle.



No. 824. Ruins on the Rhine.



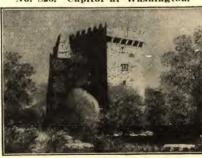
No. 825. Capitol at Washington.



No. 826. Winter in Holland.



No. 827. Old Hampton Mill.



No. 828. Blarney Castle.



No. 829. Ross Castle.



No. 830. The Old Abbey.



No. 831. Westminster Bridge, London.



No. 832. Morro Castle.

### Photochromes in Original Colors of Famous Paintings Size 16x20. Price, three cents each; \$1.75 per hundred; \$15.00

per thousand. These pictures are on extra heavy coated photo plate paper. Plate size 11x15 with two and one-half inch white margin mat effect. If forwarded by mail add two cents for each picture to cover packing and mailing charges. When fitted in frames or forwarded by express or freight there is no additional charge. No orders accepted for less than fifty cents worth of pictures.



No. 328. Faust and Marguerite.



No. 336. Winter in Finland.



No. 331. In the Pasture.

# THE WILLIAMS PICTURES SELL FAST IN ALL PARTS OF THE WORLD



No. 334. Blue Anchor Inn.

# **Our Guarantee** We furnish you goods exactly as described in this catalogue. Should you be displeased with same in any way, you can return them at our

No. 340. Marine No. 1.

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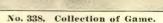
expense. For guarantee of enlarged portraits refer to page one.



No. 345. Flower and Fruit Study.

### **Making Odd Size Frames** a profitable Business

All you need is a mitre machine and saw, as described on back cover of this catalogue, and a small assortment of mouldings to start-say, \$10.00 to \$20.00 worth. Some of our customers inform us that they clear from 300 to 500 per cent, making odd sized frames. No experience is required. With this special machine any ordinary person can make a perfect frame.



The Williams MOULDINGS are Manufactured from the Highest Quality Lumber and Materials



No. 335. Summer in Holland.



No. 329. Going to Market.



No. 332. The Young Shepherd.

The above pictures are also furnished mounted on extra heavy cardboard, electro enameled, require no glass or back in framing, seven cents each; Page 36

# The Four Pictures Below Are Egyptian Double-Tone Photogravures

In black and white of famous paintings. Size 16x20. Price, two cents each; \$1.50 per hundred; \$12.50 per thousand. These pictures are on extra heavy coated photo plate paper. If forwarded by mail add two cents for each picture to cover packing and mailing charges. If fitted in frames or forwarded by express or freight there is no additional charge. No orders accepted for less than fifty cents worth of pictures.



No. 141. The Victor.

# **Photochromes in Original Colors of Famous Paintings**

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No. 342. Marine No. 3.



No. 343. Marine No. 4.



No. 144. Pharaoh's Horses.



No. 333. The Artist's Model.



No. 344. Artists' Fruit Study.



No. 132. The Monarch.



No. 341. Marine No. 2.



No. 330. Coming From Market.



No. 145. Wild Arabians.



No. 337. Summer in Spreewald.



No. 339. Collection of Fruit.

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### The Four Pictures Below Are Egyptian Double-Tone Photogravures

SEV

In black and white of famous paintings. Size 16x20. Price, two cents eech; \$1.50 per hundred; \$12.50 per thousand. These pictures are on extra heavy coated photo plate paper. If forwarded by mail add two cents for each picture to cover packing and mailing charges. If fitted in frames or forwarded by express or freight there is no additional charge. No orders accepted for less than fifty cents worth of pictures. pictures.



No. 441. Summer.



No. 435. American Fruit.



No. 134. Our Martyred Presidents.



No. 439. Autumn.



No. 442. The Old Mill.



No. 137. Dorothy and Dan.



No. 432. Flowers and Fruit.



No. 443. Winter.



No. 133. Our Fighting Presidents.



No. 433. Dessert.



No. 440. Spring.



No. 127. Imperial Courier.

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# Egyptian Double-Tone Photogravures in Black and White of Famous Paintings

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No. 143. Sichel's Madonna.



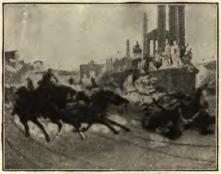
No. 136. Dorothy.



No. 135. Christ at Twelve.



No. 130. The Favorite.



No. 131. Charlot Race.



No. 142. The Gleaners.



No. 140. The Angelus.



No. 129. Horse Fair.



No. 139. "Good Night, Papa."



No. 126. Cavalry Charge.



No. 138. Papa and Mamma Caught.



No. 128. Stag at Bay.

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No. 429. The Good Shepherd.



No. 445. From the Cradle to the Grave. Memorial, Marriage and Family Record Combined.



No. 428. Sacred Heart of Jesus.



No. 431. Rock of Ages.



No. 427. Sacred Heart of Mary.



No. 430. Guardian Angel.



No. 447. Flying Stag.



No. 426. The Last Supper.



No. 444. Fish.







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Interested Spectators.



No. 6009. Evening Shadows.



No. 6004. The Wanderer's Return.



No. 6012. Follow My Leader.



Autumn Fruits.



No. 6000. Milkmaid.



No. 6001. Grand Canal



No. 6016. The Coronation.



No. 6006. Fuss and Fun.



The Village Smith.



No. 6014. Baby's First Step.



No. 6003. The Farmer's Daughter.

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Religious Oleographs in Colors and Gold

If forwarded by mail, add two cents for each picture to cover packing and mailing charges.

No orders accepted for less than fifty cents worth of pictures.

Varnished and roughed on extra heavy coated plate paper.

Price, five cents each; \$4.00 per hundred.

When fitted in frames or forwarded by express or freight there is no additional charge.

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No. 529. Holy Grave of Jesus.

NOTICE—Space will not permit us to illustrate all religious pictures. The subjects quoted below are carried in stock:

No. 559. Redeemer of the World.

No. 560. Lady of the Rosary.

No. 2258. Christ Knocking at the Door.

No. 2030. St. Joseph.

No. 2117. Madonna of Carmen.

Our Lady of Everlasting Help. No. 2029.

No. 852. Christ on the Mount.

No. 2298. Merciful Child Jesus of Prague.



No. 530. Holy Grave of Mary.



2359. St. Anthony.



No. 2022. Ecce Homo.

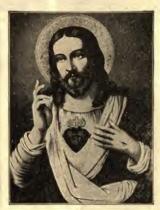


No. 2132. Madonna of the Rosary. No. 2023. Mater Dolorosa.





No. 850. Simply to Thy Cross.



No. 2020. Sacred Heart of Jesus.



No. 2021. Sacred Heart of Mary.



No. 2079. The Guardian Angel.



No. 2024. St. Anne.



No. 2003. John the Baptist.



No. 2200. Holy Family.



No. 2120. Beneath the Cross.

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Religious Oleographs in Colors and Gold Size 16x20. Varnished and roughed on extra heavy

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No. 2366. The Lord's Supper.



No. 4024X. Christ in the Temple.



No. 7000. Christ Before Pilate.



No. 2069. St. Peter.



No. 1649. Lord Help Me.



No. 2110. The Good Shepherd.



No. 2040. Immaculate Conception.



No. 2346. Jesus Dies.



No. 79. Angel's Whisper No. 2.



No. 43. Crucifixion.



No. 2002. Savior of the World.



No. 828%. Polish Madonna.



No. 2238. Holy Family.



No. 851. St. Cecelia.



No. 278. Rock of Ages.

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Miscellaneous Pictures in Colors and Gold
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No. 60. God Bless Our Home.



No. 24. Pharaoh's Horses.



No. 61. Home, Sweet Home.



No. 3636. San Juan.



No. 129½. Oval Family Record.

Designed Especially for

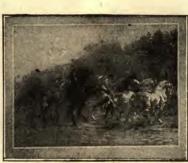
Oval Frames



No. 25. Can't You Talk?



No. 126½. Marriage Certificate.



No. 26. The Horse Fair.



No. 125 Marriage Certificate.



No. 121. Memorial (Monotone).



No. 124. Family Record



No. 52. Lord's Prayer and Ten Commandments Combined



No. 1281/2. Memorial (Monotone).

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Page 44

# High Quality 16x20 Pastel Facsimiles in Original Colors Price, three cents each; \$2.50 per hundred. On extra heavy

coated plate paper. If forwarded by mail add two cents for each picture to cover packing and mailing charges. When fitted in frames or forwarded by express or freight there is no additional charge. No orders accepted for less than fifty cents worth of pictures.



No. 4017. Old Church.



No. 4205. Song of Spring.



No. 3607. A Summer Day.



No. 3614. Fisherman's Return.



No. 4202. Two of a Kind.



No. 3615. Sheep.



No. 3126. Pineapples.



No. 4002. Assorted Fruits No. 2.



No. 3120. Peaches.



No. 3121. Select Fruits.



No. 3123. Favorite Fruits.



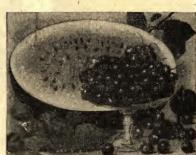
No. 3122. California Fruits.



No. 3127. Popular Fruits.



No. 3124. Strawberries.



No. 3125. Watermelon.

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A Noble Family. No. 3617. Goodbye, Sweetheart. No. 4210. Belle of the Plains.

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No. 4204. Squire's Daughter.



Don't Like You Any More. No. 3630.



4020. Happy Family.



The Chieftain's Daughter.



No. 3609. A Friendly Greeting.



Sweet Sixteen.



No. 4028. Family in Danger.



No. 3601. Playmates.



No. 3608. Trust.



No. 4211. Death of Poor Fido.



No. 6010. Scene in Venice.



No. 4024. Hitting the Pipe.



Chrysanthemums.





Highland Cattle.



4019.

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No. 3628. The Doctor.



Home Again.



No. 3635. Orphan's Prayer.



No. 6008. Noonday Rest.



No. 4207. The Day Is Done.



No. 4206. Flowers of May.



No. 6007. Baby's Best Friends.



Enemy in Camp.



No. 6013. Bringing Papa Home.



No. 3634. Love Making.



No. 3633. Safe.



No. 3631. Watching for Papa.



No. 3619. In the Pasture.

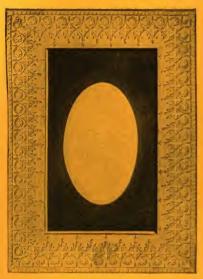


An Interesting Story.



No. 3603. Moonlight in Winter.

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### No. 951. Size 8x11, outside measurement. Price 61/2 cents each

Fitted with cabinet opening mat, glass and back complete. The mats are hand cut of the finest board, assorted colors. Frame is of a very neat design. Finished in all gilt, ebony and gilt, or oak and gilt. This is a special leader and you should order at least one hundred as a sample lot.

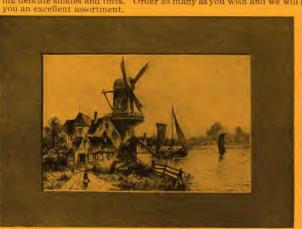


This whitened oval frame is two and a half inches wide, high back effect. Finished in satin gilt. We furnish this number with twenty-five different assorted pictures in colors, all good selling subjects. Order as many as you wish and we will give you a good assortment of pictures



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No. 971. Size 9¾x12¾. Price 3 cents each
This series of mounted and matted colored pictures contains fifty subjects, reproductions of famous paintings. The mat-board is extra heavy and of assorted colors. These pictures are excellent sellers and are very appropriate for premiums, You should order at least one hundred and we will guarantee our selection to please you.



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You will find them a big inducement if offered as premiums.

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